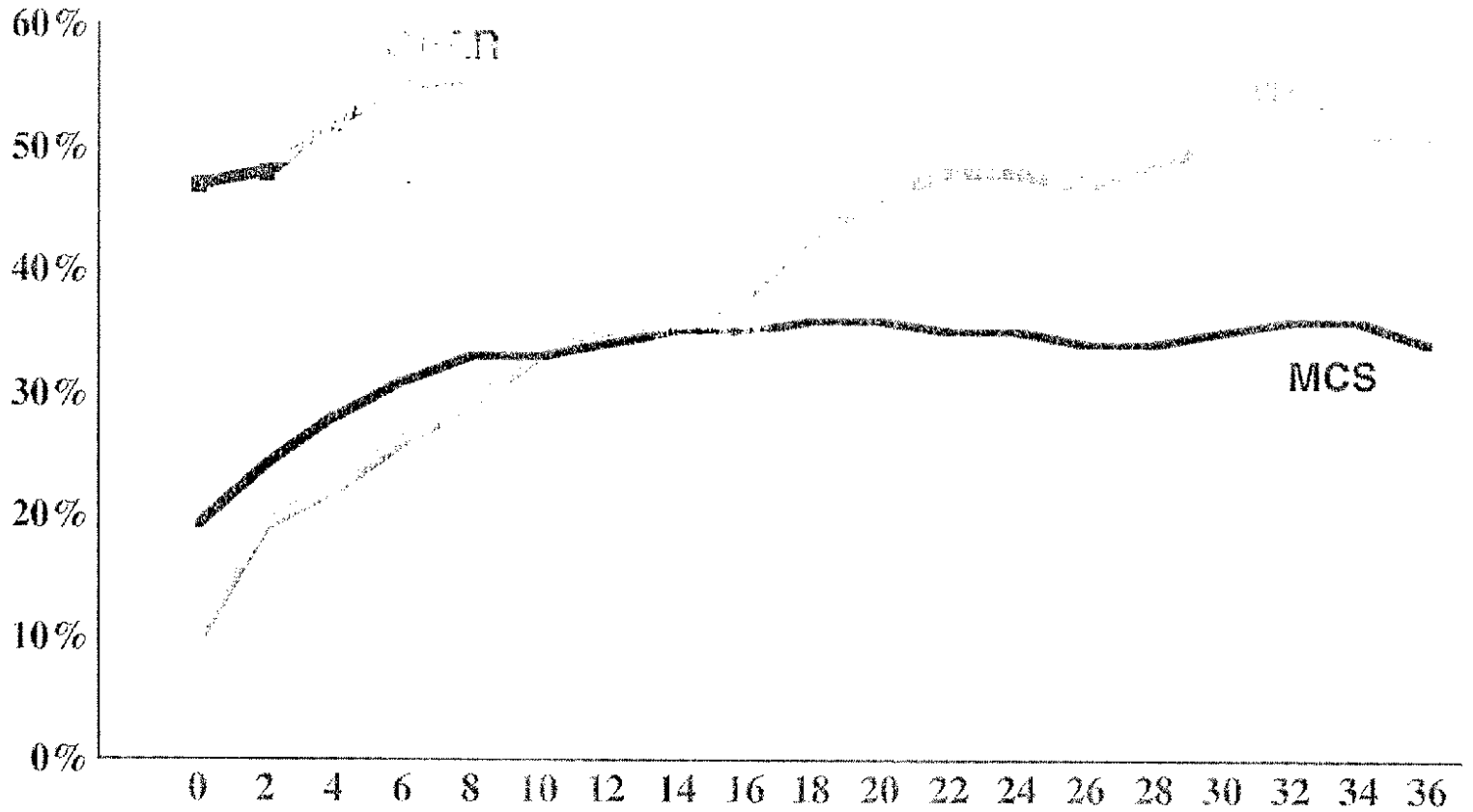
MARLBORO

MARLBORO GEAR AWARENESS



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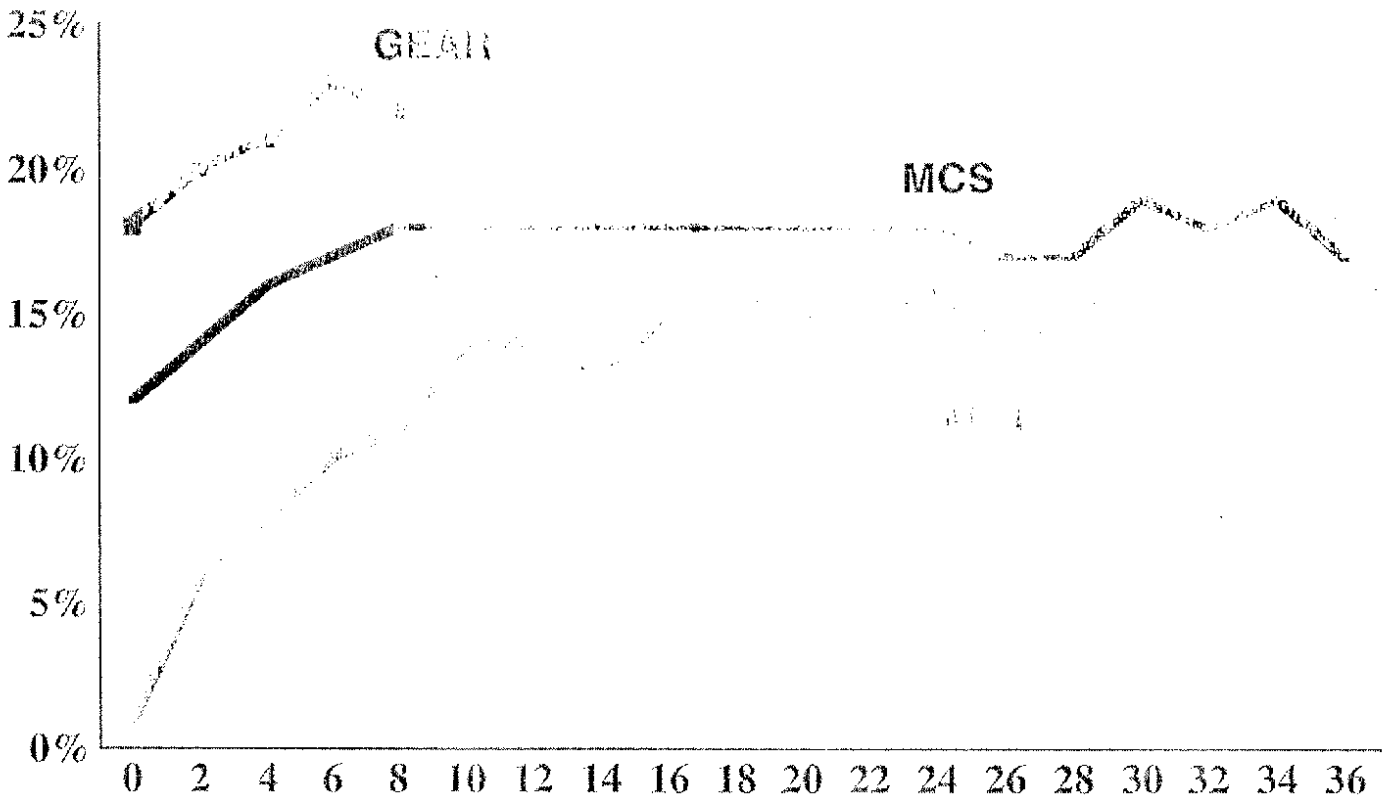
Source: https://www.industrydocuments.ucsf.edu/docs/pgkm0004

MARLBORO

MARLBORO GEAR COLLECTING



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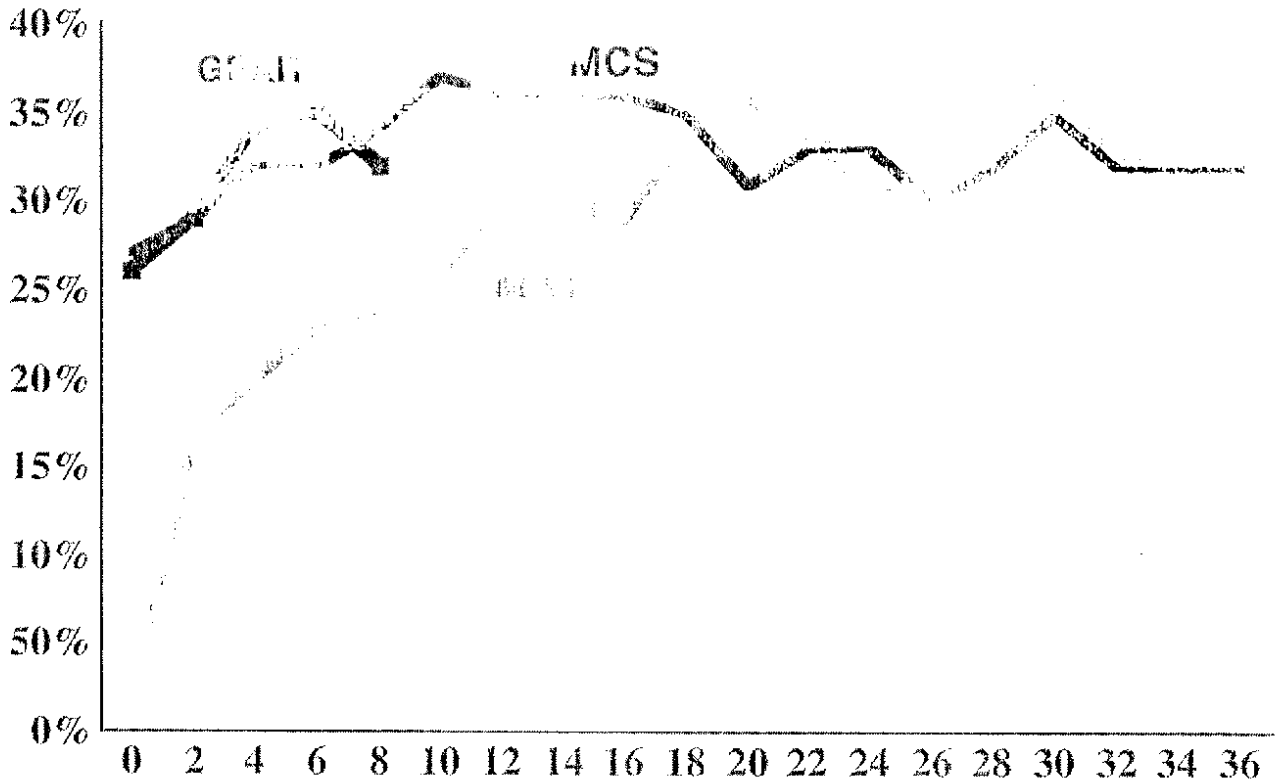
Source: https://www.industrydocuments.ucsf.edu/docs/pgkm0004

MARLBORO

MARLBORO GEAR COLLECTING YAS



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MARLBORO

MARLBORO GEAR PROJECTION

	MARLBORO GEAR	MCSI	MAT
Responders	4,342,504	4,917,202	5,204,395
Total Mail Receipts	5,397,000	5,754,902	7,373,949
Items Ordered	12,598,000	19,226,020	29,744,412
Miles Redeemed	8,354,522,022	8,409,143,581	10,628,072,720
Items Per Order	2.33	3.34	4.13
Miles Per Order	1,548	1,461	1,441
Avg. Cost Per Item	$18.52	$15.01	$15.85
Total Item Cost	[illegible],279,794	$288,656,891	$471,395,131

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MARLBORO GEAR ORDERS VS. FORECAST

MARLBORO

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MARLBORO GEAR ITEMS VS. FORECAST

MARLBORO

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MARLBORO

MARLBORO GEAR ALTERNATE PURCHASE

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MARLBORO

MARLBORO GEAR BUDGET

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MARLBORO

MARLBORO CONTINGENCY PLAN

- Objective:
  - Ensure promotional presence in 1996
  - Create umbrella promotional platform
- Strategy:
  - Develop comprehensive contingency promotional program

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MARLBORO
CONTINGENCY PROMOTION PLAN
1996

	OCT.	NOV.	DEC.	JAN.	FEB.	MAR.	APR.	MAY	JUN	JUL.	AUG.	SEPT.
RETAIL				Kick-off POS	Kick-off POS	Ongoing POS	Ongoing POS	Ongoing POS	Ongoing POS	Ongoing POS	Last Call POS	Thunder Launch
Ignore → Being Revised		B4G1F		Retail			Retail	Carton Graphics	Carton Graphics	Retail		
CATALOG				Catalog	Catalog	Catalog	Catalog	Catalog	Catalog	Catalog	Catalog	
ADVERTISING			ROP	Print OOH	Print OOH							
DIRECT		~~Direct~~	Direct	Direct	~~Direct~~							
OTHER	Sales Intro			Trade Program	Trade Program	Trade Program Van Bar	Trade Program Van Bar	Trade Program Van Bar	Trade Program Van Bar	Trade Program Van Bar	Trade Program Van Bar	Trade Program

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MARLBORO

MARLBORO CONTINGENCY KEY DATES

- Spec Development
- Bid package
- Catalog paper reservation
- UPC changeover
- Sales introduction
- Kick off retail promotion

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